Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

IN THE CLAIMS:

Claims 1-10 (cancelled).

11.   (Currently amended) A system for supply chain management comprising:

an order controller system ~~receiving inventory data and generating~~ including reverse logistics [[data]] means for generating transfer data; and

a warehouse system receiving the ~~reverse logistics~~ transfer data and generating shipping data.

12.   (Currently amended) The system of claim 11 further comprising a distribution system receiving the ~~reverse logistics~~ transfer data and generating shipping data.

13.   (Original) The system of claim 11 wherein the order controller system further comprises an internal warehouse order system receiving the shipping data and modifying internal warehouse order data in response to the shipping data.

14.   (Original) The system of claim 11 wherein the warehouse system further comprises an inventory system receiving the shipping data and modifying inventory data in response to the shipping data.

Claims 15-20 (cancelled).

21.   (Currently amended) A system for supply chain management comprising:

an order controller system having reverse logistic means for receiving warehouse inventory data and distribution center inventory data and ~~reverse logistics data to~~ generating transfer data to improve a distribution of inventory at a warehouse and a distribution center;

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a warehouse system receiving the ~~reverse logistics~~ <u>transfer</u> data and generating shipping data; and

a distribution system receiving the ~~reverse logistics~~ <u>transfer</u> data and generating shipping data.

22.   (Previously presented) The system of claim 21 wherein the order controller system further comprises an internal warehouse order system receiving the shipping data and modifying internal warehouse order data in response to the shipping data for a warehouse operated by an operator of the supply chain management system.

23.   (Previously presented) The system of claim 21 wherein the order controller system further comprises an external warehouse order system receiving the shipping data and modifying external warehouse order data in response to the shipping data for a warehouse that is not operated by an operator of the supply chain management system.

24.   (Previously presented) The system of claim 21 wherein the warehouse system further comprises an inventory system receiving the shipping data and modifying inventory data in response to the shipping data.

25.   (Previously presented) The system of claim 21 further comprising a promotion management system generating promotion data, wherein the order controller system receives the promotion data and generates reverse logistics data to improve a distribution of inventory at a warehouse and a distribution center in response to the promotion data.

26.   (Previously presented) A method for supply chain management comprising:

receiving warehouse inventory data and distribution center inventory data and generating reverse logistics data to modify a distribution of inventory at a first warehouse and a second warehouse;

receiving the reverse logistics data at a first warehouse system and generating shipping data; and

receiving the reverse logistics data at a second warehouse system and generating shipping

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data.

27.   (Previously presented) The method of claim 26 further comprising receiving product promotion data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product promotion data.

28.   (Previously presented) The method of claim 26 further comprising receiving product rollout data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product rollout data.

29.   (Previously presented) The method of claim 26 further comprising receiving product replacement data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product replacement data.

30.   (Previously presented) The method of claim 26 further comprising receiving product deletion data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product deletion data.

31.   (Previously presented) The method of claim 26, wherein the first warehouse is operated by an operator of a supply chain management system and the second warehouse is not operated by the operator of the supply chain management system, and priority is given to maintaining predetermined inventory levels at the first warehouse.

32.   (Previously presented) The method of claim 26 further comprising receiving inventory data for a plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse based on the inventory data for the plurality of retail locations.

33.   (Previously presented) The method of claim 32 further comprising receiving

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product promotion data for a subset of the plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product promotion data for the subset of the plurality of retail locations.

34.   (Previously presented) The method of claim 32 further comprising receiving product rollout data for a subset of the plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product rollout data for the subset of the plurality of retail locations.

35.   (Previously presented) The method of claim 32 further comprising receiving product replacement data for a subset of the plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product replacement data for the subset of the plurality of retail locations.

36.   (Previously presented) The method of claim 32 further comprising receiving product deletion data for a subset of the plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product deletion data for the subset of the plurality of retail locations.

Claim 37 (cancelled).

Claim 38. (New) The method of claim 26 wherein modification of the distribution of inventory at the first warehouse and the second warehouse is accomplished using regularly scheduled delivery vehicles.

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